

**PROPOSAL
TO
IDENTIFY AND ANALYZE
HIGH POTENTIAL
FUTURE PRODUCTS**

for

CANDLE CORPORATION

June 4, 1986

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INPUT RESPONSE

- **Qualifications**
 - **Company Profiles**
 - **Experience**
 - **Statement of Work, Schedule and Cost Breakdown**
 - **Objectives**
 - **Scope**
 - **Methodology**
 - **Staffing**
 - **Deliverables and Schedule**
 - **Professional Fees**
 - **Summary**
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QUALIFICATIONS

- Company Profile
 - Eleven Years Old
 - International
 - Focused
 - Experience
 - Performed Similar Work for 8 Years
 - Clients
 - IBM
 - Anacomp
 - MSA
 - BCS
 - TRW
 - Litton
 - GTE
 - Others
 - Methodology
 - Deliveries
 - Candle Will Be Pleased With Results
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OBJECTIVES

- Identify High Potential Products/Product Areas
 - Market Description of Product Areas
 - Understand How Product Area Fits CANDLE
 - Determine Potential Successful Entry Strategies
 - Determine Product Area(s) CANDLE Should Avoid
 - Additional Objectives
 - Understand the Problem to Be Solved
 - Identify a Product That Solves a Problem
Users Do Not Know They Have It Yet
 - Understand How the Buyer Will Justify the Purchase
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SCOPE

- Lateral Extension
 - Vertical Extension
 - New Markets
 - Strategic Scenarios
 - Management Perceptions
 - Client Perceptions
 - INPUT Analysis
 - Product Area Scenarios
 - Market Size and Growth
 - Competition
 - Sales/Distribution
 - Launch/Entry
 - Support
 - Pricing
 - Make/Buy
 - Test
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METHODOLOGY

- **Interview CANDLE Management and Staff**
 - **Analyze Against INPUT Experience**
 - **INPUT to Phase II**
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METHODOLOGY PHASE II

- Interview CANDLE Clients
 - Analyze Against INPUT Experience
 - Consolidate With Phase II
 - Select Top Ten Product Areas
 - Discuss Areas CANDLE Should Avoid
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METHODOLOGY PHASE III

- Interview Prospective Clients
 - Two Product Area Concepts
 - Detail Interview/Probes
 - Develop Detailed Scenarios
 - Present Findings
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METHODOLOGY PHASE IV

- **Select One or More of Top Ten**
 - **Repeat Phase III**
 - **Present Findings**
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STAFFING

- **Peter Cunningham**
 - **Michael Dishman**
 - **Graham Kemp**
 - **Tim Tyler**
 - **Bonnie Digrius**
 - **Bruce Hadburg**
 - **Frank Wirsh**
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DELIVERABLES

- **Specification, Questionnaires, Support Material**
 - **13-15 in Depth, Face-to-Face Interviews**
 - **70 Telephone Interviews**
 - **Three Periodic Review Meetings**
 - **Two Presentations of Findings Including Presentation of Two Detailed Scenarios**
 - **Hard Copy of Presentation Material**
 - **INPUT Recommendations**
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SCHEDULE

ACTIVITY	WEEK
Review Detailed Project Specification and Phase I Questionnaire	1
Conduct Internal Interview Program	2 - 3
Review Findings of Phase I and Approve Phase II Questionnaire. Candle Will Provide Customer Lists for Interview Program	4
Conduct Client Interview Program	4 - 6
Presentation of Findings Including Ten High Potential Product Recommendations	8
Review Phase II Questionnaire and Modify for Phase III Audience	8
Conduct Perspective Client Interview Programs on First Two Products	8 - 10
Presentation of Findings and Detailed Recommendations Including, as Appropriate, Product Launch Recommendations	12
● Phase IV Activities and Related Schedule Will Be Developed as Appropos	



PROFESSIONAL FEES

- Phase I, II, and III
 - \$37,500 to \$27,500 thru phase II
 - Phase IV
 - \$7,000 to \$10,000
 - Special Research Program for CANDLE
 - \$25,000
 - Expenses
 - Actual and Reasonable
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SUMMARY

- **Qualified to Support CANDLE**
 - **Understand End User Research**
 - **Understand Strategic Analysis**
 - **Desire to Work With CANDLE**
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